Inventors/Applicants


Abstract:
The disclosure details the implementation of an apparatuses, methods, and systems for an information comparator bidding engine. The disclosure teaches an information comparator bidding engine that provides for bidding on generation and/or presentation of comparison information to consumers that is user-friendly, easy to navigate and straightforward. The information comparator bidding engine enhances search mechanisms, research, marketing, advertising, news and/or the like. Further, the information comparator bidding engine provides a mechanism for ad presentation and analytics that assists in making advertising and marketing more efficient and meaningful. In one embodiment, the disclosed information comparator bidding engine allows content sources, such as advertisers, to present one or more different information items (e.g., ads) in a comparison context. In another embodiment, advertisers may bid to implement rules to exclude or include another ad from a comparison presentation that displays their ad.
(88) Date of publication of the international search report:
14 August 2008
A CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2008.01)
USPC - 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) G06Q 30/00 (2008 01)
USPC 705/14

Documentation searched to other than minimum documentation to the extent that such documents are included in the fields searched
USPC 705/1, 8, 14, 27, 37, 707/1, 3, 6, 10, 725/23, 32, 42, 47

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Electronic databases USPTO WEST (PGPB, USPT, EPAB, JPAB), Google Scholar
Search Terms Used comparing or matching ad or advertisement, comparator or matching bids, similar or relevant or competitor ad or advertisement, presentation or distribution or bidding rules or criteria, display or presentation fees or charges etc

C DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2006/0085408 A1 (Morsa) 20 April 2006 (20 04 2006) (abstract, and para [0050]-[0072], [0094]-[0100], [01 13]-[0124], [0183]-[0189], [0196]-[0205], [021 3]-[0221])</td>
<td>1-72</td>
</tr>
<tr>
<td>Y</td>
<td>US 2003/01012 126 A1 (Cheung et al.) 29 May 2003 (29 05 2003) (abstract, and para [0013], [0035]-[0041], [0078]-[0079])</td>
<td>63-64, 67-68 and 71-72</td>
</tr>
<tr>
<td>A</td>
<td>US 5,991,735 A (Gerace) 23 November 1999 (23 11 1999)</td>
<td>1-72</td>
</tr>
</tbody>
</table>

D

Further documents are listed in the continuation of Box C

E later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
X document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
V document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
& document member of the same patent family

Date of the actual completion of the international search
11 March 2008 (11 03 2008)

Date of mailing of the international search report
30 APR 2008

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
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Facsimile No 571-273-3201

Authorized officer
Lee W Young
PCT Helpdesk 571-272-4300
PCT OSP 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)
This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. **Claims Nos:**
   - 1
   - 2
   - 3

   Because they relate to subject matter not required to be searched by this Authority, namely:

2. **Claims Nos:**
   - 1

   Because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. **Claims Nos:**
   - D

   Because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 64(a).

This International Searching Authority found multiple inventions in this international application, as follows:

- **Group 1:** Claims 1-62, 65-96 and 69-70.
- **Group 2:** Claims 63-64, 67-68 and 71-72.

The inventions listed as Groups 1-2 do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

- **Group 1:** Requires the special technical features of determining a fee for each of the at least two comparable ads populated to the displayed comparison presentation, not required by Group 2.
- **Group 2:** Requires the special technical features of structuring an at least one comparison presentation rule and determining rules for application preferences for the winning advertiser, not required by Group 1.

None of these special technical features are common to the other groups, nor do they correspond to a special technical feature in the other groups. Therefore, unity of invention is lacking under PCT Rule 13.1.

1. **As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims:**

2. **As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees:**

3. **As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos:**

4. **No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims, it is covered by claims Nos:**

**Remark on Protest**

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee

- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation

- No protest accompanied the payment of additional search fees

Form PCT/ISA/10 (continuation of first sheet (2)) (April 2007)
The disclosure details the implementation of apparatuses, methods, and systems for an information comparator bidding engine. The disclosure teaches an information comparator bidding engine that provides for bidding on generation and/or presentation of comparison information to consumers that is user-friendly, easy to navigate, and straightforward. The information comparison bidding engine enhances search mechanisms, research, marketing, advertising, news, and/or the like. Further, the information comparator bidding engine provides a mechanism for ad presentation and analytics that assists in making advertising and marketing more efficient and meaningful. In one embodiment, the disclosed information comparator bidding engine allows content sources, such as advertisers, to present one or more different information items (e.g., ads) in a comparison context. In another embodiment, advertisers may bid to implement rules to exclude or include another ad from a comparison presentation that displays their ad.